MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 3, 2021/2022**

## BMK2614 – PRINCIPLES OF MARKETING

(All sections/Groups)

8 AUGUST 2022
9.00 a.m. – 12.00 p.m
(3 Hours)

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## INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages with 1 section.
2. Attempt **ALL** questions in Section A. The distribution of the marks for each question is given.
3. Please write all your answers for Section A in the Answer Booklet provided.

## SECTION A: Structured Questions (100 Marks)

### QUESTION 1

(a) Explain how the stages of buyer buying process affecting your purchase decision in pursuing the Bachelor of Accountancy at Faculty of Business, Multimedia University, Melaka Campus.

(10 marks)

(b) Discuss any FOUR (4) of possible demographic segments which could be applied in the context of university students' enrollment.

(10 Marks)

(Total: 20 Marks)

### QUESTION 2

(a) Explain the FOUR (4) important dimensions for Multimedia University's product mix strategy.

(10 marks)

(b) Discuss the FIVE (5) stages in product life cycle (PLC) for any programme offered by Multimedia University.

(10 marks)

(Total: 20 marks)

### QUESTION 3

(a) Discuss THREE (3) major considerations in setting prices.

(6 marks)

(b) What is customer value-based pricing?

(4 marks)

(c) What are good-value pricing and value-added pricing? Discuss with example.

(10 marks)

(Total: 20 Marks)

**Continued ...**

## QUESTION 4

(a) What is retailing?

(2 marks)

(b) Gergasi Hypermarket, the country's largest and oldest retail chain, was recently recognized as one of the most influential companies in Malaysia. The company aims to capitalize on this opportunity by implementing major marketing activities to capture the attention of consumers, politicians, and environmentalists. The company was one of the first to do away with plastic bags, and the public relations division is contemplating the adoption of additional green retailing practices. Would this move reflect sound business tactics? What other measures can Gergasi Hypermarket take in this direction?

(10 marks)

(c) Discuss with example the horizontal marketing system and how this type of marketing channel can benefit a corporation.

(8 marks)

(Total: 20 marks)

## QUESTION 5

(a) What is a promotion mix? Define the major tools used in a promotion mix.

(12 marks)

(b) What is value selling? Explain its importance and requirements.

(8 marks)

(Total: 20 Marks)

**End of Paper.**